

Advice to those about to take a place in the sun



If we all have all we wish, holidays this year will be without clouds, without clothes and—above all—without blisters. . . . So far we cannot control the clouds. But here it tells how we can banish the blisters.

This is number three in a series of short talks on the care and treatment of the skin and on the merits of 'four-seven-eleven' beauty products.

What you want, of course, is to be fashionably, healthily and becomingly bronzed and to leave for others the pinkness and the peeling: all sun and no burn. Very well. Remember that the sun has a cruel kick as well as a kiss for those who worship him. Adapt yourself and your skin gradually to his rays. Follow a time-table and never sun-bathe in any circumstance without properly protecting and preparing the skin for the strain.

RULE ONE — BE CAREFUL

On the first day of your holiday, look on the sun more as an enemy than as a friend—much more! Your soft skin, suddenly emerging from its winter sheltering of clothes, must on no account meet the sun's rays until given some protection, such as oil or, far better still, "Allweather" Cream. Even then the first day's sun-bathing should never last more than for a minute at a time. Spend the rest of the day nearly in the sun, but not quite, or wear a very thin frock.

RULE TWO — BE PATIENT

On the second day, after carefully using the cream all over your arms, legs, back and chest, increase your sunbathe to three minutes—if you are fair skinned—and four or five if you are dark. On the third day, five to ten minutes is safe. On the fourth, ten to twenty. On the fifth, fifteen minutes to half-an-hour. Keep on increasing the time like this and by the end of a fortnight your skin will be prettily tanned and you can stand the sun all day.

Then—and only then—can you join the ranks of the real hardened sun worshippers: if you try to do as they do within two weeks, you will join the sad ranks of the 'peelers' instead. So beware and be patient.

Remember, too, that excessive sun-bathing while your skin is in its tender 'winter condition' can make you ill instead of well.

ABOUT THE CREAM ITSELF

"Allweather" Cream is dainty and delightful to use. There is neither feeling nor look of greasiness when

you use it. And it is fragrant with "4711" Genuine Eau de Cologne—so cooling and fresh on hot days! Another point is that if you put it on before you swim, it still protects your skin when you come out.

There are many women who let "Allweather" Cream play an important part in their everyday beauty treatment. It is used on the face, hands and arms at night and, of course, it is used in the day time if there is any risk of meeting wind or rain. It is very comforting to the skin on cold days as well as sunny. Men, too, are grateful to discover that a little "Allweather" Cream smeared on the face both just before and after shaving makes the business easier and less painful.

The price in flat tins is 9d. In tubes, 1s. and 6d.

TRUSTED TO GUARD YOUNG SKINS

"Allweather" Cream is one of a handful of beauty products that stand out among all that you can buy for being utterly trustworthy where the lovely skin of girlhood is concerned. It is made by the makers of "4711" Genuine Eau de Cologne and for that very reason it will gladden, not sadden, any mother's heart to see a girl of hers putting it on her face—to see it used to protect the pretty young skin she herself has so carefully guarded right from nursery days.

"4711" Powder and "Matt-Creme," the "4711" Vanishing Cream, are two others. So pure that they can do nothing but good, keeping and cherishing the loveliness of youth. The powder is made in nine flattering shades to suit every type of colouring, and costs $\frac{1}{3}$ a box: trial size 6d. "Matt-Creme," the "4711" Vanishing Cream, is both a flawless base for powder and a protector—and also very refreshing to use. In tubes is 6d. and $\frac{1}{-}$, in pots $\frac{1}{3}$ and $\frac{2}{-}$.



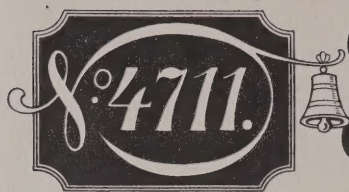


“I TELL MY GIRLS TO USE MAKE-UP

—TO BE SURE WHAT MAKE-UP THEY USE”



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Genuine Eau de Cologne

BLUE & GOLD LABEL

Many firms have tried to imitate "4711" Genuine Eau de Cologne. We expect you know that none of them has succeeded. Our recipe is a secret—nearly 150 years old. That is why only "4711" can ever be like "4711."

Original Glass Bottle to sprinkle or pour, with new screw cap, 8/9.

Half-size Bottle with screw cap 4/9.

Watch-shape Bottle for handbag 2/6.



Other 'four-seven-eleven' beauty products as perfect as "4711" Genuine Eau de Cologne



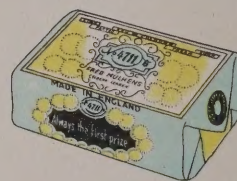
"4711" TOSCA EAU DE COLOGNE

A perfumed Eau de Cologne. Or, in other words, a perfume that is not only lovable, but helpful and cooling and comforting—just as you know "4711" Genuine Eau de Cologne can be. The two in one—a happy union. *Prices: 1/3, 2/6, 4/6, 7/6, and up to 15/-. Trial size 9d.*



"4711" TOSCA TALCUM POWDER

Talcum Powder is soft, pure and soothing—and alluring. It is a very inexpensive luxury after a bath. If you dust a little into your stockings before you put them on, standing and walking will not make you tired. In warm weather dust lingerie, too. *Glass bottle with gilt sprinkler top, 1/9.*



"4711" EAU DE COLOGNE TOILET SOAP

This soap is one of the most important "4711" beauty aids. It is highly superfatted and has been tested by many generations of women on difficult, sensitive skins. Even in hard water the lather is creamy and emollient. *Prices: Per tablet 8d. Box of three tablets 2/-*



"4711" TOSCA VANISHING CREAM

A perfect matt foundation cream—similar to "Matt Creme" but perfumed with alluring Tosca. It is an excellent protection against wind, rain or sun. *In opal jars 2/6. Tubes 1/6.*



"4711" EAU DE COLOGNE BATH CRYSTALS

"4711" Bath Crystals have all the refreshing and invigorating qualities of "4711" Genuine Eau de Cologne. They will make you hate to leave your bath. *In bottles at 1/6, 2/6 and 3/9.*



"4711" RHINEGOLD EAU DE COLOGNE

All that all the world loves about Eau de Cologne—its sweet, fresh coolness—combined with one of the rarest and loveliest perfumes in the world. *Prices from 2/9 up to 25/-. Flat watch shape bottle 1/6.*

and for men

"4711"

PORTUGAL HYGIENIC HAIR TONIC

Most hair is too dry—unless it is too greasy. "4711" 'Portugal' Hair Tonic keeps the hair really healthy—which is the only way to check either fault. A very beneficial friction lotion. *Price 2/9 and 4/6.*



"4711" SHAVING CREAM

For the man with a stiff beard "4711" Shaving Cream is a real brother. It gives blades a new lease of life and, like "4711" Genuine Eau de Cologne, it is refreshing and cool to the face. *In tubes 1/6.*